

## ABSTRACT

The Internet provides tremendous opportunities location dependent services such as gaming and advertising. Gaming is geopolitically regulated, so the physical locations of the end user, the gambling server and the gambling service provider, must be determined. The invention provides a means for doing so, by identifying the location of the end user's Internet Service Provider (ISP) or Access Service Provider (ASP). Similarly, Internet advertising is presently either indiscriminate, which is inefficient, or is personalized, violating the end user's privacy. The invention allows advertising content to be provided based on the physical location of the end user's ISP. This way, advertisements can be geographically targeted without having personal records stored on the Internet. Also described are many other similar applications which can exploit knowledge of the user's geographical location by using the location of the end user's ISP or ASP.